

ORDER

**KSNV**

Orders
Order / Rev: 108091
Alt Order #: 06866217
Product Desc: CONKLIN FOR NV ST
Estimate:
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 10/22/12 / 10/22/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: GMMB, Inc./ Washington D.C.
Buying Contact:
Billing Contact:
 Washington Harbor
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Conklin for Nevada State Assembly
Demographic: A35+
Product Codes: PLC10
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	19	\$9,300.00	\$7,905.00
10/29/12	10/29/12	5	\$2,400.00	\$2,040.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	19	\$9,300.00	\$7,905.00	0.00
November 2012	5	\$2,400.00	\$2,040.00	0.00
Totals	24	\$11,700.00	\$9,945.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	26%	\$11,700.00
Market	100%	\$45,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$11,250.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$11,250.00
KTUD	1%	\$450.00
KVVU	18%	\$8,100.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$2,250.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/23/12	10/26/12	Today Show	CM	658a-9am	- TWTF - -	:30	4	\$900.00	1	0.00	NM	4	\$3,600.00
				Today Show											
TODAY															
		Start Date	End Date	Weekdays	Spots/Week		Rate	Rating							

Order / Rev: 108091
 Alt Order #: 06866217
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Conklin for Nevada State Assembly
 Product Desc: CONKLIN FOR NV ST
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/23/12	10/26/12	Today Show Today Show	CM	658a-9am	- TWTF- -	:30	4	\$900.00	1	0.00	NM	4	\$3,600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF- -					4	\$900.00		0.00			
E 2	KSNV	10/29/12	10/29/12	Today Show Today Show	CM	658a-9am	M- - - - -	:30	1	\$900.00	1	0.00	NM	1	\$900.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M- - - - -					1	\$900.00		0.00			
E 3	KSNV	10/29/12	10/29/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	M- - - - -	:30	1	\$425.00	1	0.00	NM	1	\$425.00
TODAY2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M- - - - -					1	\$425.00		0.00			
E 4	KSNV	10/23/12	10/26/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	- TWTF- -	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00
TODAY2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF- -					4	\$425.00		0.00			
E 5	KSNV	10/23/12	10/26/12	Rachael Ray Rachael Ray	CM	11am-12pm	- TWTF- -	:30	4	\$325.00	1	0.00	NM	4	\$1,300.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF- -					4	\$325.00		0.00			
E 6	KSNV	10/29/12	10/29/12	Rachael Ray Rachael Ray	CM	11am-12pm	M- - - - -	:30	1	\$325.00	1	0.00	NM	1	\$325.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M- - - - -					1	\$325.00		0.00			
E 7	KSNV	10/29/12	10/29/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm	M- - - - -	:30	1	\$300.00	3	0.00	NM	1	\$300.00
DAYS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M- - - - -					1	\$300.00		0.00			
E 8	KSNV	10/23/12	10/26/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm	- TWTF- -	:30	3	\$300.00	3	0.00	NM	3	\$900.00
DAYS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF- -					3	\$300.00		0.00			
E 9	KSNV	10/23/12	10/26/12	Dr. Phil Dr Phil	CM	3-4p	- TWTF- -	:30	4	\$450.00	1	0.00	NM	4	\$1,800.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF- -					4	\$450.00		0.00			
E 10	KSNV	10/29/12	10/29/12	Dr. Phil Dr Phil	CM	3-4p	M- - - - -	:30	1	\$450.00	1	0.00	NM	1	\$450.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M- - - - -					1	\$450.00		0.00			
													Totals	24	\$11,700.00